

**PATENT APPLICATION**  
**SYSTEM FOR DYNAMIC GENERATION OF ONLINE STREAMING**  
**MEDIA ADVERTISEMENTS**

Inventor(s):

Ronald Jacoby, a U.S. Citizen residing at  
20182 Joseph Circle  
Cupertino, CA 95014-2235

Derek B. Dukes, a U.S. Citizen residing at  
545 South 16th St.  
San Jose, CA. 95112

Assignee:

Yahoo! Inc.  
3420 Central Expressway  
Santa Clara, CA 95051

Entity: Large

## SYSTEM FOR DYNAMIC GENERATION OF ONLINE STREAMING MEDIA ADVERTISEMENTS

### BACKGROUND OF THE INVENTION

5           This invention relates generally to providing advertisements, and more specifically to providing online streaming media advertisements based on collected and stored user attributes.

10           Advertising is and will remain a very important aspect of the ever broadening reaches of the Internet. Every day, millions of people surf the endless number of websites. In this regard, the Internet has proven to be an invaluable source for targeting products to consumers. A well placed advertisement on a high traffic website may produce as many views as conventional print or television advertising. Even more important than just placing an Internet advertisement is the ability to target consumers who will actually observe and appreciate the content. Advertisers get far more "bang for their buck" by targeting advertisements, and are therefore willing to pay more money for this type of ad placement.

15           Numerous types of streaming multimedia are available on the Internet. Because of its abundance, streaming media runs a spectrum of interests regarding content. For example, one can watch a variety of web broadcasts such as financial reports, music videos, news reports and sporting events to name a few. To this end, streaming multimedia lends itself nicely to the provision of targeted advertisements inserted into the media stream.

20           Clearly, it is advantageous to provide a playlist of targeted advertisements, particularly for use in a streaming multimedia environment. Further, it is desirable if  
25    playlists of advertisements could be dynamically created based on user attributes such as behavior, interests and demographics to name a few.

### SUMMARY OF THE INVENTION

30           The invention relates to providing online streaming media advertisements. In one embodiment, a process for dynamically providing streaming multimedia advertisements is disclosed. In the process, a browser window is opened and a frame set having a media player and a data frame is built in said browser window. The media player requests and receives a playlist having advertisements and/or media content. The media

player connects to at least one media server to play the advertisement and/or said media content from the playlist.

Reference to the remaining portions of the specification, including the drawings and claims, will realize other features and advantages of the present invention.

5 Further features and advantages of the present invention, as well as the structure and operation of various embodiments of the present invention, are described in detail below with respect to the accompanying drawings. In the drawings, like reference numbers indicate identical or functionally similar elements.

## 10 BRIEF DESCRIPTION OF THE DRAWINGS

Figure 1 is a block diagram of one embodiment of the streaming media advertisement system; and

Figure 2 is a media presentation window in accordance with the present invention.

## 15 DESCRIPTION OF THE SPECIFIC EMBODIMENTS

The Streaming Advertisement system and method of the present invention comprises several interrelated components that alone or in various combinations provide streaming media advertisements. The components are probably best described by tracing a streaming media request.

20 A typical scenario begins with a user observing a page with a link to audio or video content. The link may have, for example, JavaScript that opens a new client browser window when clicked. As shown in Figure 1, the URL that is the target of the link shown in browser 100 points to a BuildFrame Module 105 of a Media Frame Module 115 and passes, as URL arguments, a number of parameters that will be used to invoke the requested media presentation. The arguments may include, but are in no way limited to, the Broadcast Stream ID that identifies the media, the media format, the media data rate, the property, the space ID, and a series of arguments to indicate where advertisements can be played in the invoked media content. One example of a URL with  
25 associated URL arguments in accordance with the present invention is:

`http://broadcast.yahoo.com/buildframe?id=123456&p=broadcast&f=654321&m=wmv&r=56&a=0,30`

BuildFrame module 105 invoked by the URL in the above illustrated example builds a frame set for the created client browser window 100. Continuing with the illustrated embodiment, this frame set has three parts: the top frame that is used for property identification, the player frame that is used for an embedded media player, and the data frame that is used for data presentation that is synchronized with the streaming media shown by the media player. BuildFrame module 105 parses the URL and pulls out the property, space ID, and stream ID fields. The three enumerated fields construct a directory path name.

The directory is then searched for the files frame.html, top.html, player.html, and data.html 110, 120. The listed files define the parameters of the individual frames and the frame set. For example, frame.html file is used for the overall frame set definition. Further, any one of top.html, player.html, data.html may be used for the definition of one of the frames. For each file, the directory *ROOT/property/spaceID/streamID* is examined to determine if the file is present. If the file is found, then it is used to set the parameters for the frame or frame set. If the file does not exist in the searched directory, then the next higher level directory is examined (*ROOT/property/spaceID*). This procedure continues up to the top level directory (*ROOT/*) where a default set of files resides. In this way, HTML for an individual frame, frame set, or both can be customized on a per stream basis, while requiring only minimal changes as individual events change.

BuildFrame module 105 uses an HtmlForm mechanism to invoke the frame set file when the appropriate files are found. The HtmlForm mechanism enables variable substitution with HTML files. The HtmlForm mechanism acts as a server side page evaluator. It can be used to do variable substitution as well as simple logic constructs based on the values of the variables. The HtmlFom engine is passed either as a filename or an open file pointer, a hash of variables, an output buffer, a list of handler functions and a data structure to be passed into the handler functions. In this way, the frame set can use the appropriate variables to point to the top, the player, and the data frame definitions that were identified by the BuildFrame module. These individual frames may then be invoked via a MediaFrame module described hereinafter.

MediaFrame module 115 also uses the HtmlForm mechanism to process the HTML files. URLs that are constructed to point to the files identified by BuildFrame module 105 utilize MediaFrame module 115. A number of variables that are set by MediaFrame module 115 may be used in the individual frames. The most common use of

these variables is in the player frame. The player frame embeds a media player 102. In one embodiment, a Microsoft Windows Media Player is used, but as one skilled in the art can appreciate, any suitable media player may be used. The player frame then directs media player 102 to a BuildList module 135. BuildList module 135 returns a play list to media player 102 that has a set of advertisements and media content to play by the media player 102. Variables pass the URL arguments to the URL invoked by media player 102 so that advertisements can be correctly selected for the media stream to be played.

As stated above, BuildList module 135 is called upon by media player 102 and thereafter returns a play list of clips to play. The returned clips may include, for example, advertisements and the selected media content. In the illustrated embodiment, Windows Media Player ASX files are returned. However, as one skilled in the art will appreciate, any suitable media player file for the corresponding embedded media player may be returned, such as JavaScript that controls a Real Player. BuildList module 135 parses arguments contained in the calling URL and submits requests to an advertising server 140. In response, ad server 140 returns a reference to a targeted streaming media advertisements. For example, the reference may be a unique ID or URL. The advertisements returned are built into the ASX play list. The play list comprises references to individual clips consisting of the advertisements and the media content. In the illustrated embodiment, the references will be to clips stored in, for example, a makeplaylist system 145 at Yahoo! Broadcast. Media player 102 receives the play list, and for each clip in the list, connects to a media server 150 to play the clip.

A script command that references a URL for the HTML part of the advertisement is embedded within the encoded media stream of each advertisement. This URL refers to a DataWindow module 125 and passes information back through the URL. This information, *inter alia*, allows module 125 to match the streaming media content with the HTML content of the advertisement through ad server 140, log the viewing of the streaming advertisement, and rewrite the links of the HTML data window content so they run through a redirect server for click-through tracking.

### **Media Presentation**

In an exemplary embodiment, media presentation is provided comprising a player window and a data window. The windows are configured such that a media stream may be played in the player window while, simultaneously, accompanying data may be shown in the data window. The data and the media stream share a common

underlying connection, such as an audio stream of a book on tape in a streaming media window and corresponding information about the author in the data window.

Created links that point to underlying media content should specify an "onClick" action to open a new browser window when the link is selected. In one embodiment, the opened browser window is set to a width of 640 pixels and a height of 440 pixels. For a reasonable appearance on a 640x480 display, the window should be positioned with "left" set to 0 and "top" set to 20. In addition, the toolbar, status, scrollbars, and resize properties should all be set to "no." An example of such a link is:

```
<a href="http://broadcast.yahoo.com/buildframe?id=161525&p=broadcast&f=27062079&l=SAM&m=wmv&r=56&a=0,30" onClick="window.open('http://bcst.yahoo.com/buildframe?id=161525&p=broadcast&f=27062079&l=SAM&m=wmv&r=56&a=0,30','Media','width=640,height=440,left=0,top=30,toolbar=no,status=no,scrollbars=no,resize=no');return false">
```

As shown in Figure 2, a Media Presentation window 200 is illustrated in a frame set. The frame set may divide the window into three frames. In one embodiment, at the top of the window, a single frame called TopWindow 208 extends the entire width. TopWindow frame 208 presents and identifies the launching property of the media presentation. In the illustrated embodiment, a property banner 210 is used on the left side of TopWindow 208. On the right side of the TopWindow 208, space is available for a 230x33 banner advertisement or for one or two 88x31 sponsor buttons to name a few. Links that launch from advertisements or buttons should preferably target either a blank frame or the top frame so as to avoid displaying within Media Presentation Window 200.

Below TopWindow 208, the frame set divides Media Presentation Window 200 in half horizontally. On the left side is PlayerWindow 205. PlayerWindow 205 is used to embed the media player corresponding to the presented media. In the illustrated embodiment of Figure 2, Player Window 205 has been sized such that a presentation resolution of up to and including 320x240 pixels will be displayed. The player may be set for automatic resizing, so it changes to the size of the underlying media that is being played. Beneath the embedded player, two links are displayed. In the illustrated embodiment, one link is to Yahoo! Broadcast 225 and the other link is to close the Media Presentation Window 230.

Continuing with the embodiment shown in Figure 2, a Data Window 215 is located to the right of PlayerWindow 205. DataWindow 215 displays HTML that is

either conceptually or physically connected with the media presentation. For example, when viewing a live sporting event in Player Window 205, DataWindow 215 may cycle through a list of sports scores. There is no actual physical link in the sporting event that drives DataWindow 215, however, there is a conceptual link between the sporting event and the cycling scores. In another embodiment, a finance media clip shown in Player Window 205 may include events that drive DataWindow 215 to different stock quotes corresponding to the respective subject companies. In this case, there is more than just a conceptual link between Player Window 205 and Data Window 215. The physical links may be created by encoding media content with events that contain URLs that target the DataWindow frame. It is therefore desirable that DataWindow 215 remain dynamic. By way of either refreshes or in-stream URL changes, DataWindow 215 is a dynamic and changing part of the media content shown in Player Window 205.

As one skilled in the art can appreciate, the content in DataWindow 215 may be any HTML or other media presentation, but care should be taken to limit the number of high bandwidth elements such as images that might disrupt the media presentation. In one embodiment, DataWindow 215 may be reduced to a size of 280x290 pixels. In addition, DataWindow 215 may be scrollable.

### **Media Frame Module**

In one embodiment of the invention, the Media Frame module has two parts. First, the module comprises a BuildFrame module that processes URL arguments and searches a directory structure for matching files to build a frame set. Second, the module comprises a MediaFrame module that is used to process the matching files. Together, the two modules instantiate and invoke streaming media content in a browser window, for example, providing transmissions to a streaming ad module to provision advertisements. In addition, both modules are built on the HtmlForm mechanism, meaning that both may process HTML template files and perform variable substitution and simple control logic. The Media Frame modules parse the same URL arguments as the BuildList module.

### **BuildFrame Module**

The BuildFrame module may be initially invoked to build a frameset for the media presentation window. In one embodiment, MediaFrame module is invoked for

each frame within a frameset. The following is one example of a URL invoking the BuildFrame module:

5           http://broadcast.yahoo.com/buildframe?id=123456&p=broadcast&f=654321&  
          l=SAM&m=wmv&r=56&a=0,30

The above illustrated URL calls the BuildFrame module. The BuildFrame module parses the URL arguments to extract the property, spaceid, and streamid.

Continuing with the above example, the extracted arguments form the following path or  
10   directory name:

*/home/apache/htdocs/mediaframe/property/spaceid/streamid*

The BuildFrame module searches for the files frame.html, top.html, player.html and data.html in the above directory. Table 1 below explains the contents of the four files.

File Name	Contents
frame.html	This file contains the frameset definitions used to build the Media Presentation Window. Within the frameset, each of the other files is used as source for a frame.
top.html	This file defines the TopWindow frame of the Media Presentation Window used to identify the property under which the stream is being invoked.
player.html	This file defines the PlayerWindow frame of the Media Presentation Window. The file contains HTML and JavaScript to embed the Windows Media Player and handle advertisements and stream logging.
data.html	This file defines the DataWindow frame of the Media Presentation Window. This file contains the initial data window content. In some cases, it may simply contain a table or iframe definition that invokes another URL.

15                           Table 1 - Files searched for in the created directory

If the BuildFrame module does not find one of these files in the initial search directory, it proceeds to "walk back up" the directory tree looking for the file at each level. When a matching file name is found, that file is used. In this way, it is possible to create HTML that is unique to a streamid, a spaceid, or a property. In the example, the  
20   top level directory of /home/apache/htdocs/mediaframe/ contains a default set of files, so a match will always occur at the top level if no other customization is performed. Property owners creating a customized look for their property or for more targeted

segments may modify the existing files to obtain the look they desire. These files should then be pushed to the appropriate place in the directory structure.

After the BuildFrame module determines the matching file, it uses the HtmlForm module to display the "frame.html" file. Table 2 illustrates the variables that

5 may be set and can be used in the frame.html file:

BuildFrame Variable	Value
host	The host name as pulled from the requested URI.
uri	The full requested URI.
args	The full argument string passed in the URL. These can then be passed as part of the source URL to the media player through the streaming ad module. For instance, src="http://broadcast.yahoo.com/buildlist.asp?\${args}".
prop	The property encoded with the p argument.
cat	The category modifier of the property encoded with the c argument. The category modifier, if present, will be used instead of the property as the first element in the directory.
space	The spaceID encoded with the f argument.
id	The streamID encoded with the id argument.
media	The media format encoded with the m argument.
rate	The rate encoded with the r argument.
datamod	The data module encoded with the d argument. If no argument is passed, the default is 0.
frame	The full path name to the frame file invoked.
top	A URL to invoke the matching "top.html" file.
player	A URL to invoke the matching "player.html" file.
data	A URL to invoke the matching "data.html" file.
args	The full argument string passed in the URL. These may then be passed as part of the URLs to invoke each frame. For example, a player frame may have a source of src="\${player}?\${args}".

Table 2 - Variables used in the "frame.html" file

### MediaFrame Module

The URLs set as BuildFrame variables invoke the MediaFrame module.

The MediaFrame module parses the same URL arguments as the streaming ads module and the BuildFrame module. The parsed arguments define several variables that are

5 available to the HTML through the HtmlForm module. These variables are:

MediaFrame Variable	Value
host	The host name as pulled from the requested URI.
uri	The full requested URI.
args	The full argument string passed in the URL. These arguments may be passed as part of the source URL to the media player through the streaming ad module. For instance, src="http://broadcast.yahoo.com/buildlist.asp?\${args}".
prop	The property encoded with the "p" argument.
cat	The category modifier of the property encoded with the c argument. The category modifier, if present, will be used instead of the property as the first element in the directory.
space	The spaceID encoded with the "f" argument.
id	The streamID encoded with the "id" argument.
media	The media format encoded with the "m" argument.
rate	The rate encoded with the "r" argument.
datamod	The data module encoded with the "d" argument. If no argument is passed, the default is 0.

Table 3 - HTML Variables

### BuildList Module

The BuildList module returns a play list to a calling player. The returned  
10 play list may contain both the desired media content and the streaming media  
advertisements. Parameters are passed to the BuildList Module through the URL invoked  
by the player. In one embodiment, BuildList module may build play lists for the  
Microsoft Windows Media Player using the ASX file format. Based on the arguments  
passed in the URL, the BuildList module builds an ASX play list that comprises both  
15 entries for advertisements and entries for the media content. However, as one skilled in  
the art can appreciate, any media player and corresponding file format may be used  
without departing from the intended scope of the invention. For example, in another

embodiment, BuildList module may construct JavaScript that will build a playlist for a Real Player.

The BuildList module is capable of provisioning advertisements before, during, or after the media content. One example is an advertisement that runs before the media content. The "a" argument controls the placement and duration of advertisements. An advertisement is provisioned for each occurrence of the "a" argument in the invoking URL. The syntax of the "a" argument is *a=position,duration* where *position* represents where in the stream the advertisement should be placed. *Position* is an integer value, optionally followed by an "e" to denote an event-based advertisement. For non event-based advertisements, *position* indicates the location for placing the advertisement, particularly following which clip within the generated playlist. Two special positions are 0 and \$. A *position* of 0 denotes the advertisement should run before the media content, while a *position* of \$ denotes the advertisement should run at the end of the media content. Placing advertisements at these positions does not require any script command event encoded in the media content to be triggered, so they can be used with all existing media content.

Using a *position* other than 0 or \$ indicates an advertisement that runs somewhere in the middle of the media content. Advertisements provisioned for play someplace in the middle of media content are carried out via script command events. In one embodiment, the BuildList module creates an event called *Y!AD position* in the play list where *position* corresponds to the *position* of the "a" argument. When triggered, the Y!AD event plays the advertisements. When the advertisement is complete, the media content resumes. The media content contains the corresponding event with a parameter of *Y!AD position* encoded in the stream at the location where the advertising break is to occur to trigger the event.

Event-based positions may be accomplished via script command events. In one embodiment, a BuildList module creates an event called *Y!AD position* in the play list where *position* corresponds to the position of the *a* argument (without the trailing e parameter). When triggered, the event plays the advertisements, and when complete, resumes the media content. To trigger the event, the media content contains the corresponding event with a parameter of *Y!AD position* encoded in the stream at the location where the advertising break is to occur. Event-based advertisements allow the placing of advertisements within a single clip of media, but require adding a script command to the media in the advertising locations.

The *duration* passed in the "a" argument represents the length in seconds of the advertising break that is to be filled. In one embodiment, only single advertisements are used to fill the available space. Therefore, if a single 60 second advertisement is available, a single a=0,60 argument should be used. However, if two 30 second advertisements are desired, two arguments of a=0,30 may be used, which appears for example as a=0,30&a=0,30. It is important that *duration* values used correspond to available advertisements. See the table below for typical values that should be used.

Table 4 illustrates and describes a few of the possible arguments contained in the URL. Arguments may be separated from the path by a question mark (?). An ampersand (&) separates each individual argument. The id argument, and any other arguments which are not recognized, are passed through as part of the invocation of the media content.

Key	Description	Example
id	stream ID of the requested media content	id=123456
f	full (or leaf) spaceid of the page	f=0:2718085:152200001:152200017 or f=152200017
p	short property name	p=finance or p=yahoo or p=mail_kr
c	property category or product	c=cd_jukebox
t	title of play list to be build (special characters should be escaped using %xx)	t=album%20title
d	data module ID used in MediaFrame	d=1
l	location for ad you want to look up (SAM is for a streaming advertisement)	l=SAM
m	media format of stream, may be one of: wmv Windows Media Video wma Windows Media Audio rmv Real Networks Video rna Real Networks Audio	m=wmv
r	media rate of stream, may be one of: 14 rate for 14.4 kb/s 28 rate for 28.8 kb/s 56 rate for 56.6 kb/s 100 rate for 100 kb/s 300 rate for 300 kb/s	r=100
a	advertisements break locations and duration in stream.  Format is: a= <i>position,duration</i>  where <i>position</i> is the break location of an event in the media stream and <i>duration</i> is the length of the break in seconds.	For a 30 ad at the beginning of a clip:  a=0,30 or a=30  For a 60 second ad at the end of a stream:

	<p>If the value of <i>position</i> is not present, then a value of 0 is assumed. The values of <i>position</i> supported are:</p> <p>0 start of stream  n after item n in the playlist  ne break event n  \$ end of stream</p> <p>For an event-based advertisement (indicated with a trailing e as part of the position), a corresponding EVENT named Y!AD n must be placed in the stream to trigger the break.</p> <p>The values of <i>duration</i> should be restricted to match values of advertisements. These generally are:</p> <p>15 15 seconds  30 30 seconds  45 45 seconds  60 60 seconds  90 90 seconds  120 120 seconds</p> <p>Multiple instances of the a key can be included, with each generating an advertisement.</p>	<p>a=\$,60</p> <p>For a 15 second ad after the first item in the playlist:  a=1,15</p> <p>For a 30 second ad at break location 1:  a=1e,30 and an EVENT named Y!AD 1 must be placed in the stream trigger the break.</p>
z	<p>debugging flag (optionally compiled in module). Setting to 1 produces HTML debugging output rather than a playlist. The playlets can be seen in the HTML source.</p>	z=1

Table 4 - Description and Examples of Arguments

For example, assume a creation of a URL for a call to the BuildList Module for a Yahoo! Broadcast stream id of 123456 on a Windows Media Format video stream that has been encoded for a 56 kb/s connection. The stream is invoked from the property broadcast on a page with the spaceID of 654321, and there is no more than 60 seconds of advertisements inserted at the beginning of the stream. The URL to call would be:

<http://broadcast.yahoo.com/buildlist.asp?id=123456&f=654321&p=broadcast&l=SAM&m=wmv&r=56&a=60>

### **Logging for Streaming Advertisements**

In one embodiment, the invention returns only a list of streaming advertisements that might be viewed, rather than HTML to be immediately placed on a

page. This particular aspect of the invention requires a unique logging mechanism to track consumed advertisements. In addition, as part of this system, only generic events may be placed into the advertisements such that a single advertisement can occur in any number of properties or space IDs.

Continuing with another aspect of the invention, the logging mechanism for the Streaming Advertisement system only logs actual plays of the media content. This is quite different than simply building an advertisement into a play list, which may never actually be viewed. For example, as a streaming advertisement is played, an event encoded into the media stream may trigger JavaScript in the client to retrieve a URL that displays HTML that corresponds with the streaming media content. As part of retrieving the URL, the server side logs information that corresponds to the streaming media advertisement. In one embodiment, logging is accomplished by encoding special information in the play lists returned to the client media player, JavaScript in the client media player window, script commands encoded into media advertisements, and a DataWindow module on a web server. In one embodiment, the web server is a Yapache web server.

Each advertisement that is returned by the ad server contains unique data to log the play. In one embodiment, this unique information may consist of Match ID, Ad ID, Space ID, and Location. A mapping of an ID, generated from the Ad ID of the streaming media advertisement in an Ad System, to this unique information is created in each play list. Each advertisement may contain a script command that contains the ID as an argument. As this script command is played, JavaScript in the media player window receives this event, looks up the ID in a map contained in the play list, and sets the DataWindow URL to the entry contained in the list. As this URL is retrieved, a log entry is made.

In one embodiment of the invention, the Streaming Ads system supports Microsoft Windows Media. However, any similar media system may be used without departing from the intended scope of the invention. In a Microsoft Windows Media based system, ASX files build the playlists. The ID to URL map is encoded into the clip abstract of the ASX file. The map is contained between the characters "{" and "}". It comprises entries with several fields of the form key=value. Each entry is separated by a new line ("\n"). An example file is:

```
{ ad=654321 dw=123456 dserv=http://broadcast.yahoo.com?  
M=STREAM.329202.49.1 P=abcdefghijklmn A=49
```

S=27062079:SAM L=SAM }

Each streaming media advertisement that is encoded contains a script command that identifies the advertisement. This script command preferably occurs at 1.0 seconds in the media stream, with a parameter of SETURL(*ID*), where *ID* is the Ad ID assigned to the streaming media advertisement.

In another aspect of the invention, the window or frame that embeds a Windows Media Player contains JavaScript to parse the ID to URL Map and process the script commands to perform the URL lookups. A default player frame that may be used by the Streaming Ads system contains the necessary JavaScript. Any modifications to this frame should start with the existing HTML and not modify any of the existing JavaScript routines.

Actual logging occurs as part of the URL lookup on the DataWindow module. The DataWindow module parses the URL arguments, thereby retrieving the Profile, match ID, and Ad ID of the streaming media advertisement, and thereafter logs this information. In one particular embodiment, this information is logged into a Yapache log on servers of an Internet website.

### **Encoding Media**

In most cases, Media is encoded before it is streamed over the Internet. In one embodiment, the Streaming Ads System of the present invention supports encoding media in Microsoft Window Media Format. As such, both the media content and the advertisement must be encoded in Window Media Format. In another embodiment, Real Player media is gathered via a URL identifying the stream. The presentation model comprises embedding script command into the media content and advertisements to create a multimedia experience. Advertisements may also include some additional script commands.

There are few requirements for the encoding of media content for use with the Streaming Ads System of the present invention. To this end, media content that contains embedded script commands that drive the DataWindow and possibly media content with interstitial advertising points, may be subject to requirements.

In one embodiment of the invention, Windows Media Technologies embeds data called script commands into a media stream. Script commands consist of two argument strings: a type and a parameter. Windows Media predefines a set of script

commands. One such script command is a URL command. A URL command is used to drive a browser window to a new URL location. The format of the URL command is a type of URL and a parameter of the new URL for the window. One aspect of the present invention uses the URL command to drive the DataWindow in the media presentation.

- 5 When it is desired to send the DataWindow to a new URL, a URL command is embedded in the media stream with the parameter set to the target URL. The target URL should be a fully qualified, absolute URL, since the current state of the DataWindow is usually not known. By default, URL commands that occur in the media stream are targeted to the DataWindow. In one embodiment, script commands may be inserted into a stream
- 10 directly from the Window Media Encoder as the stream is being encoded or added after encoding with an indexer, such as a Windows Media ASF Indexer.

Another type of predefined script command is an Event command. An Event command is used to invoke a new play list segment. In the context of the present invention, Event commands are used to trigger interstitial advertisements, which are

15 advertisements that occur in the middle of media content. An Event command may have a type of EVENT and a parameter specifying the name of the Event to invoke. The BuildList module automatically builds play lists with Events defined for any interstitial breaks described to it. In one embodiment of the invention, the Events are named Y!AD *position* in the play list where *position* corresponds to arguments passed to the BuildList

20 module. Positions would be 1, 2, 3, and so on, for each interstitial advertising break. Position 0 defines advertisements that occur before the media content and do not require an Event command in the stream. To define where the interstitial advertising break occurs in the media content, an Event command is inserted into the stream using, for example, a Windows Media Encoder or a Windows Media ASF Indexer. For example, the first

25 interstitial advertising break, a script command with the type of EVENT and the parameter is Y!AD 1 is inserted.

The encoding of advertisements for use with the present invention may be subject to more requirements. Advertisements may make use of the same URL commands used in encoding media content to drive the DataWindow to HTML content that supports

30 the advertisement. To this end, the same mechanisms and requirements on use of URL commands apply equally as well to media content and to advertisements.

Two additional defined script commands may be embedded into every advertisement. In one embodiment, each of these script commands has a type of YAHOO! and a parameter of the form *command(argument)*. *Command* identifies the

command action and *argument* represents additional data passed to the command action. Both script commands are of the SETURL command. The SETURL command takes, as an argument, a key that is used to index into a table to determine the URL for the DataWindow. By using this level of indirection, the actual URLs that are displayed can  
5 be changed dynamically by changing the table entries.

In one embodiment of the present invention, two SETURL commands are used. The first SETURL command is placed at 1.0 seconds into the media advertisement, and have an argument of the Ad ID of the corresponding DataWindow HTML for the advertisement. For example, if the DataWindow HTML had an Ad ID of 12345, then the  
10 script command that would be inserted would have a type of YAHOO! and a parameter of SETURL(12345). When this script command is received by the Streaming Ads System PlayerWindow, some JavaScript will run to call the DataWindow module on the server to deliver the corresponding DataWindow HTML.

In most cases, the last SETURL command for an advertisement is the  
15 command SETURL(default). This command is used to drive the DataWindow back to its initial default location. Since all existing media content does not have any URL commands to drive the DataWindow, the DataWindow for the advertisement would remain up for the entire duration of the media content, or at least until the next advertisement unless the SETURL(default) command is sent. By inserting the  
20 SETURL(default) command at 1.0 seconds before the end of the advertisement, the DataWindow is driven back to the default initial location when media content is resumed. In one embodiment of the invention, the script command to restore the DataWindow has a type of YAHOO! with a parameter of SETURL(default).

While there is no specific technical requirement on the data rates for the  
25 encoding of media content or advertisements, it is important that consistency be maintained in the encoding rates. The URL links to invoke media content should have a representation of the data rate of the stream passed as an argument in the URL. The argument values correspond to the typical values used to display those links, such as 56, 100, 300. It is important, but not imperative, that values passed in the URL links  
30 correspond to the values provisioned into the Ad Server so that the proper matching occurs.

Although the invention is described with reference to specific embodiments thereof, the embodiments are merely illustrative, and not limiting, of the invention, the scope of which is to be determined solely by the appended claims.